



ACSI EC LEADERSHIP INSTITUTE

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DEVELOPING A MAJOR GIFT FUNDRAISING PROGRAM

WHAT IS MAJOR GIFT FUNDRAISING?

Major gift fundraising encompasses the identification, cultivation, and solicitation of people capable of making significant financial contributions to a cause!

Weinstein, 2002 & 2022

WHEN IS MAJOR GIFT FUNDRAISING APPROPRIATE?



**Endowment
Campaigns**



**Financial Aid
Sponsorships**



Special Projects



**Pace-setting
Contributions**



Capital Campaigns

WHY DEVELOP A MAJOR GIFT FUNDRAISING PROGRAM?

EFFECTIVE

It can be a school's most cost-effective resource development strategy.

AVOID FATIGUE

It can help to take the place of more time intensive methods for capital money.

EFFICIENT

The return on investment can be timely and quick.

COMMUNITY INVOLVEMENT

Major gift donors can be your best volunteers.

EXPOSURE

Gives people of influence and affluence a chance to hear about your school(s).

RAVING FANS

Major donors as raving fans offer greater community exposure and new major prospects.

CANADIAN GIVING IN 2020

\$66.2 M

Donations to education causes
in 2022

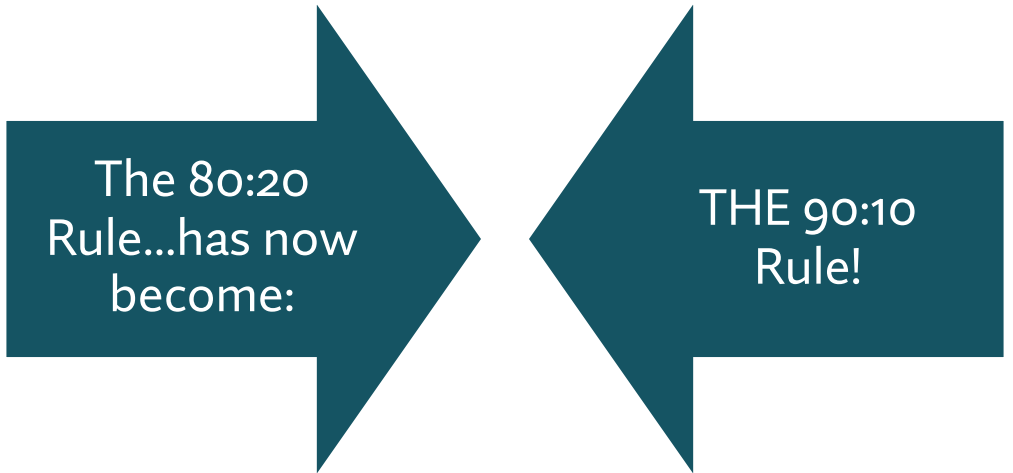
\$112.3 M

Donations to religious causes
in 2022

\$10.2 B

Total claimed donations
in 2022

PARETO PRINCIPLE APPLIES TO MAJOR GIFT FUNDRAISING :





The 5 “rights” of major gift solicitation preparation:

Asking the “right” donor prospect for the “right” donation, for the “right” cause, for the “right” reason, by the “right” person(s).

STEPS FOR DEVELOPING A ROBUST MAJOR GIFT FUNDRAISING PROGRAM

1. PREPARATION

Devising your “Case for Support” – that is...the basis for your fundraising project.

3. CULTIVATION

Meet with major donors and share vision, mission, case for support – build a genuine and authentic relationship.

2. IDENTIFICATION/ PROSPECT REVIEW

Create a list of potential donors – seek to identify “capacity” and “propensity”. **PURSUE it!**

4. SOLICITATION

When the time is right, ASK for a donation.



SUGGESTED STEPS FOR A MAJOR GIFT SOLICITATION:

1. Before the solicitation:

- * Get the appointment
- * Know your donor prospect – via research & cultivation
- * Know what you are asking for and why
- * Know your school – facts and figures
- * Be confident in your cause

SUGGESTED STEPS FOR A MAJOR GIFT SOLICITATION:

2. At the solicitation:

- * Build Rapport
- * State the “Case for Support”
- * Encourage involvement
- * Listen & key into the Prospect’s interests
- * Summarize, ASK & be quiet
- * Set follow-up meeting
- * THANK! THANK! THANK!

SUGGESTED STEPS FOR A MAJOR GIFT SOLICITATION:

3. After the solicitation:

- * Make a record of the meeting.
- * Send a thank-you.
- * Follow-up and get an answer to your ask.
- * Thank and thank again!

“After this process is over, you have been successful, regardless of the final outcome.”

FINAL THOUGHTS:

Your school ministry is worthy of major gifts!

Major gift fundraising requires a paradigm shift in the way we think – and needs to become part of your school culture!

Major gift fundraising requires relationship building (friend-raising), strategy, and commitment!

Major gift fundraising requires organization - invest in a great fundraising software platform - ACSIEC recommends Donor Perfect (<https://www.donorperfect.com/canada/>)

DISCUSSION



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